

ARCHIE  
SERIES

JUNE

Archie's

12¢



# MAD HOUSE

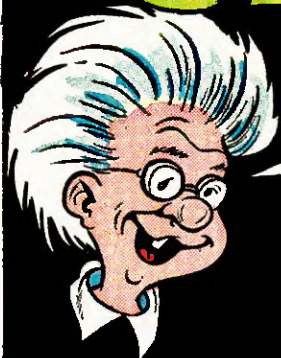
NOW THAT'S WHAT  
I CALL A LIVING DOLL!







# MONSTER SECTION



FOR YOUR CONVENIENCE WE'VE  
PLACED THIS SECTION IN FRONT  
OF THE BOOK, SO THAT YOU'D  
FIND IT VERY *HANDY!*



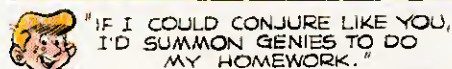
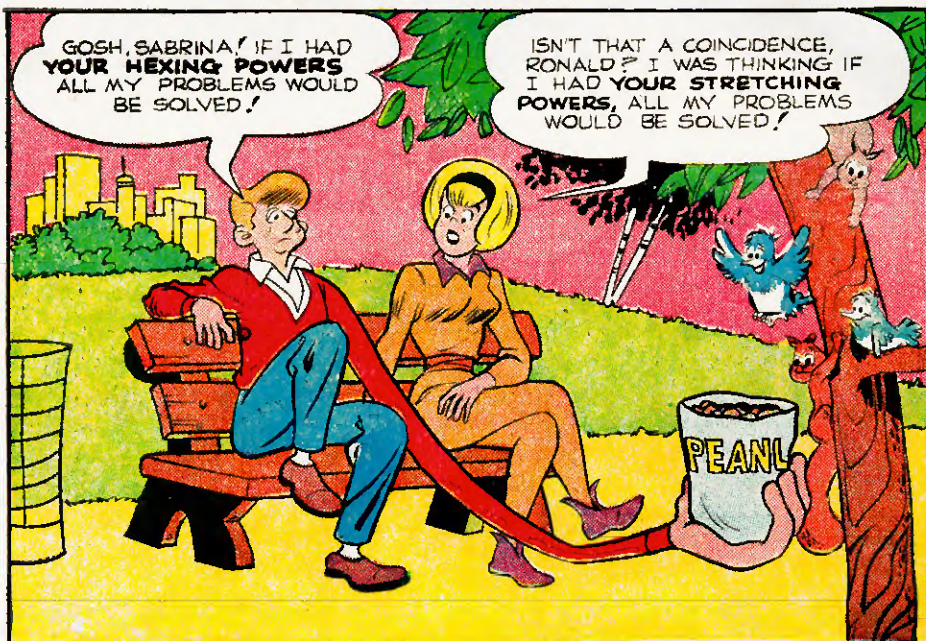


# RONALD

THE RUBBER BOY

## MEETS SABRINA

THE WITCH QUEEN



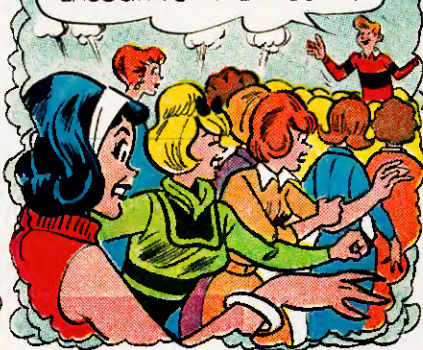
DO ALL OF MY HOMEWORK FOR THE NEXT **2 MONTHS**!

YES, MASTER!



"...AND WITH YOUR LOVE POTIONS I'D HAVE EVERY CHICK IN TOWN CRAZY ABOUT ME."

EASY, GIRLS! THERE'S ENOUGH FOR EVERYBODY!

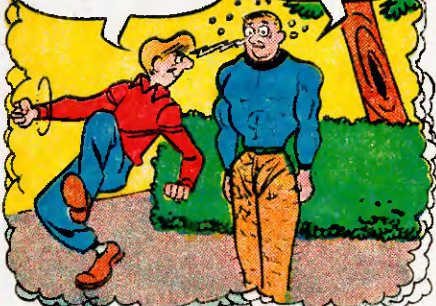




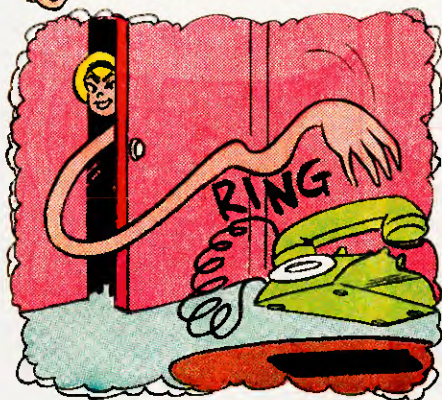
...AND BOY WOULD I GET EVEN WITH THAT BULLY "SMASHER"!

SMASHER, YOU ARE A PUNCHING BAG!

PUNCH AWAY, MASTER!



"I'D NEVER HAVE TO GET OUT OF THE SHOWER TO ANSWER THE PHONE!"



...AND I COULD PASS NOTES ALL OVER THE CLASSROOM!"

I'LL PASS IT FOR YOU, SABRINA!

NEVER MIND! I'D RATHER DO IT MYSELF!



2

AH! LIFE WOULD BE BLISS!

BUT CAN YOU IMAGINE WHAT I WOULD BE ABLE TO DO IF I HAD YOUR STRETCHING POWER!



"...I'D NEVER HAVE TO WORRY ABOUT FITTING PERFECTLY INTO MY CLOTHING!"

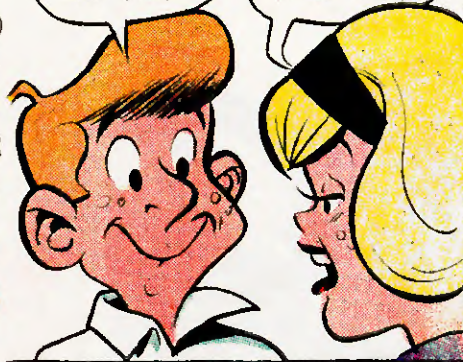
FIVE SUNDAES AND IT STILL FITS LIKE A GLOVE!



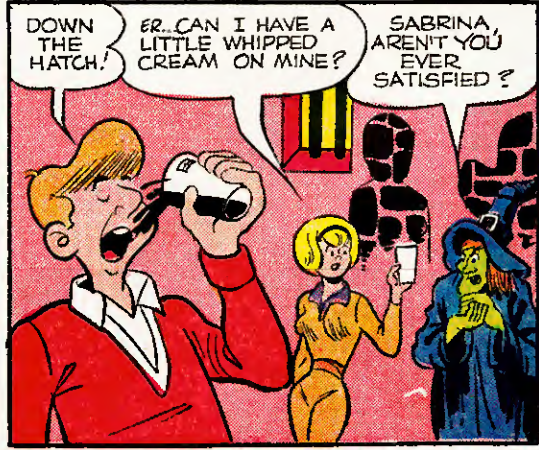
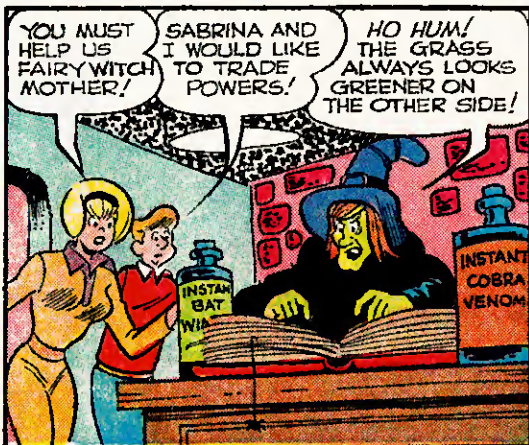
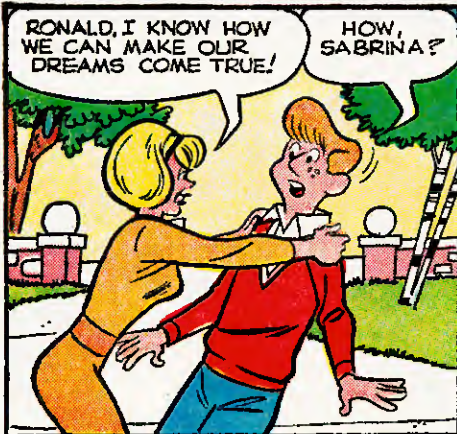
YES, LIFE WOULD BE SO DIVINE!

...IF I WERE LIKE YOU!

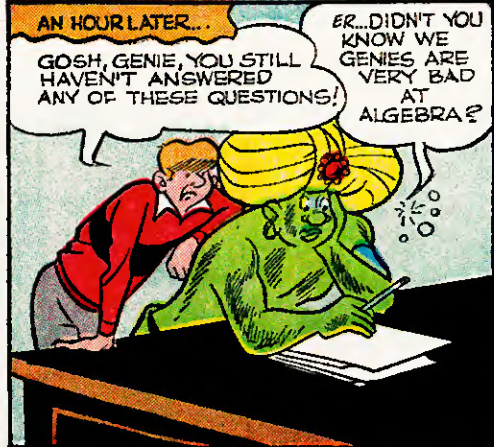
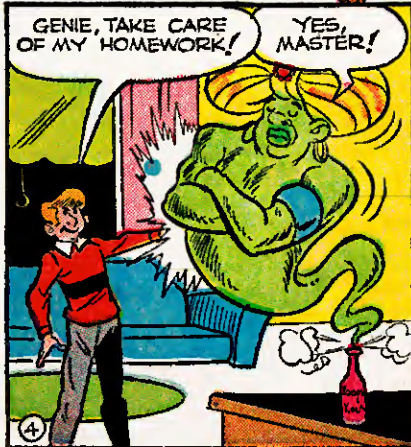
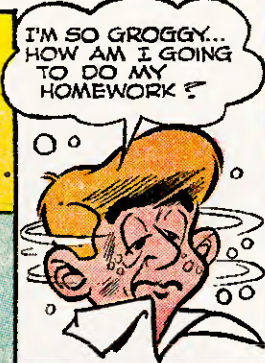
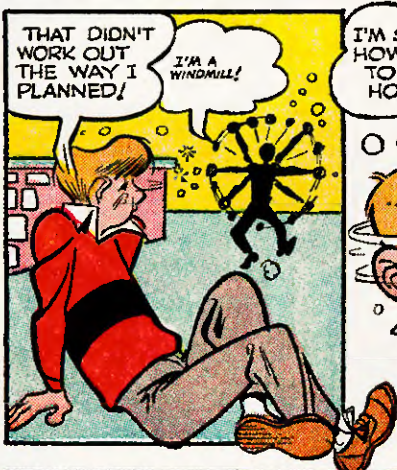
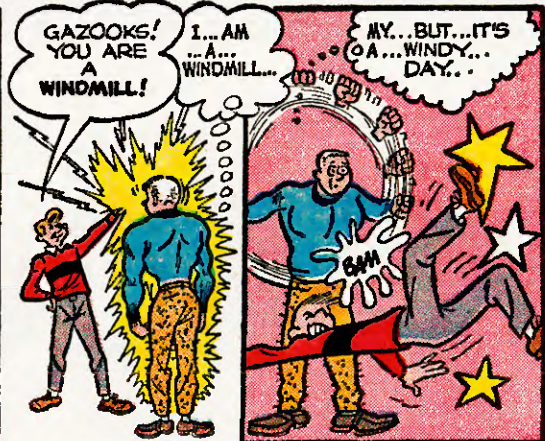
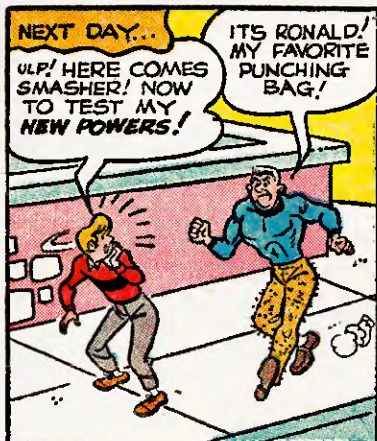
AND I WERE LIKE YOU!

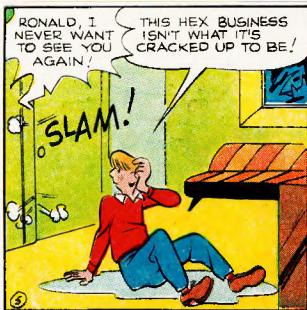
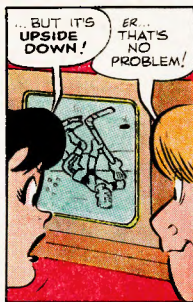
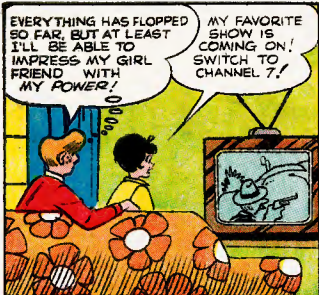














THERE'S THE PHONE...IT  
ALWAYS RINGS WHEN  
I'M TAKING A SHOWER!

**RING**

...BUT THIS TIME WITH MY  
STRETCHING POWER, I'M  
READY FOR IT!

**RING**

WHERE DID I PUT  
THE EXTENSION  
PHONE?... IN THE  
DINING ROOM?

**RING**

...IN THE  
BEDROOM??

**RING**

...NOW I REMEMBER—  
I LEFT IT IN THE  
KITCHEN!

**RING**

SABRINA! I'VE  
HAD IT! I WANT  
TO BECOME MY  
OLD ABNORMAL  
SELF AGAIN!

OKAY! BUT  
THERE'S  
SOMETHING  
YOU'LL HAVE  
TO DO FIRST!

COME OVER HERE  
AND UNTANGLE ME!

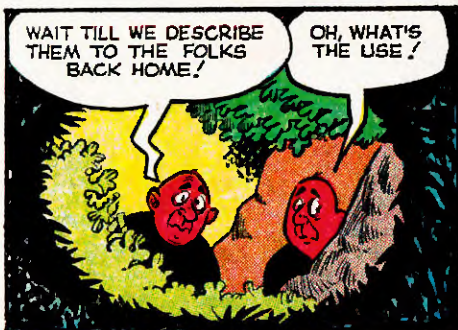
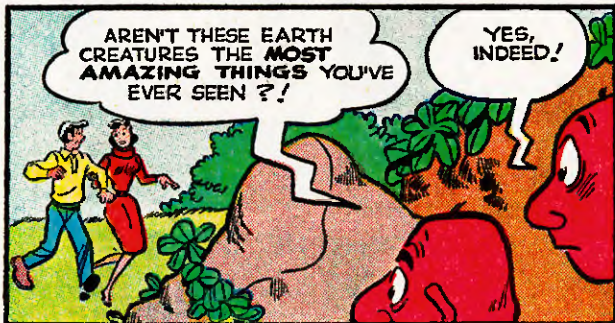
THERE'S A MORAL HERE!  
BE YOURSELF EVEN IF YOU'RE A FINK.  
IF YOU CHANGE—WHO KNOWS—YOU  
MIGHT BECOME A RAT FINK!



# HILDA THE WITCH *in* MIX FIX!



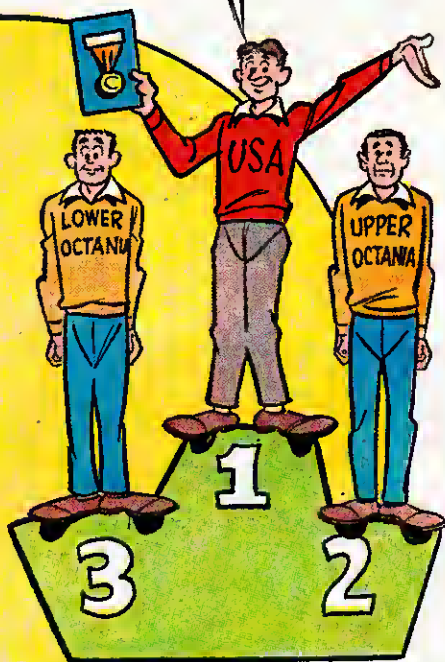
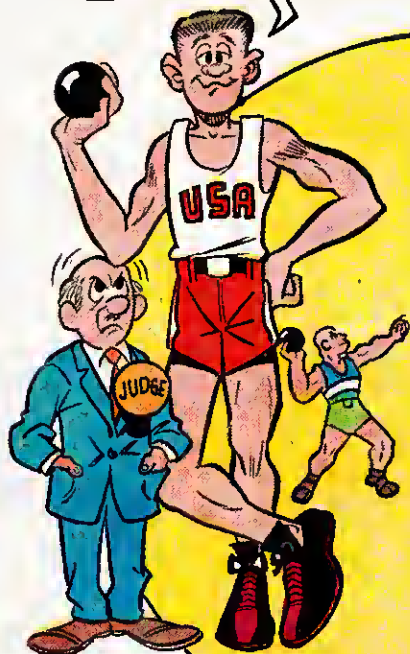
# TALL TALE





IF YOU'RE LOOKING  
FOR SOMETHING  
UPLIFTING —

AND IF YOU LIKE TO  
ASSOCIATE WITH  
WINNERS!



**THEN SKIP THE  
Mad House**

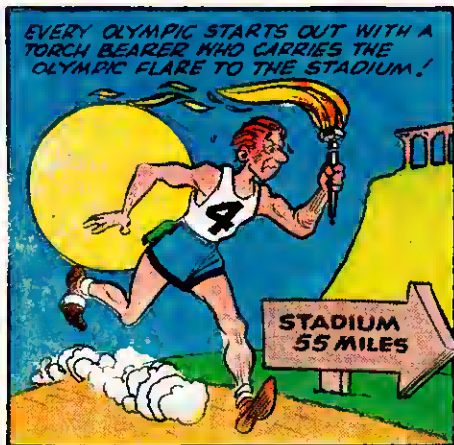
**OLYMPIC  
SECTION**

IT'S POSSIBLE THAT NOT TOO MANY PEOPLE HAVE HEARD ABOUT THE WORLD OLYMPICS OF 1964, BUT WE'RE CONVINCED THAT EVERYBODY HAS HEARD ABOUT...

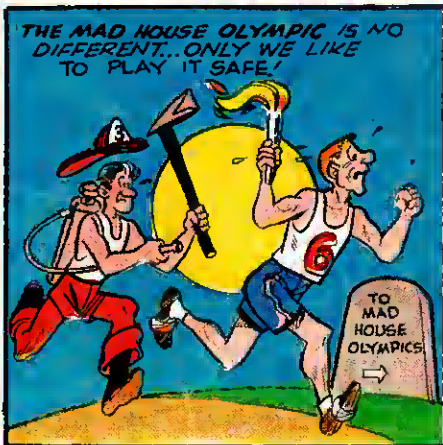
# The MAD HOUSE OLYMPICS OF 1964 $\frac{1}{2}$

OUR MAD COMMITTEE INVITED ALL THE COUNTRIES TO PARTICIPATE IN OUR OLYMPICS. SO FAR THE ONLY REPLY WE'VE GOTTEN WAS FROM THE HEADHUNTERS OF PERU... THEY INVITED OUR COMMITTEE HEADS TO VISIT THEM!

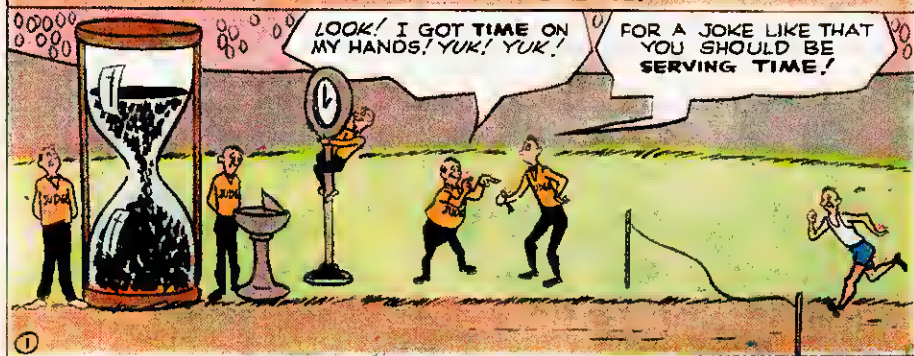
EVERY OLYMPIC STARTS OUT WITH A TORCH BEARER WHO CARRIES THE OLYMPIC FLARE TO THE STADIUM!



THE MAD HOUSE OLYMPIC IS NO DIFFERENT... ONLY WE LIKE TO PLAY IT SAFE!



FOR IT'S TIMEKEEPERS, MAD HOUSE CHOOSES ONLY EXPERT CLOCK WATCHERS, WITH PLenty OF SCHOOL AND OFFICE EXPERIENCE!

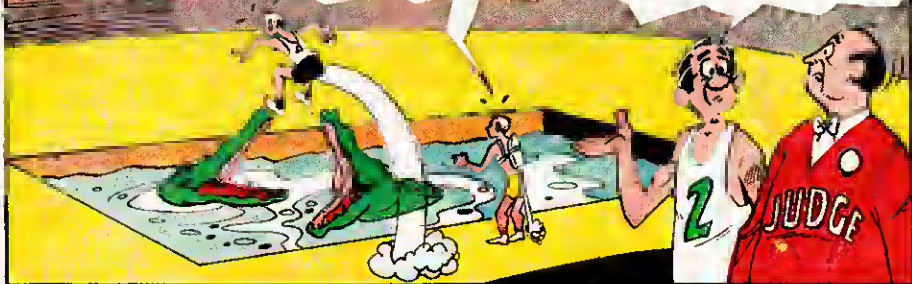




**THE MAD HOUSE BROAD JUMPING EVENT**  
GIVES JUMPERS AN EXTRA INCENTIVE TO SET NEW WORLD'S RECORDS!

I HOPE THIS SURPLUS  
ARMY ROCKET BELT WORKS.

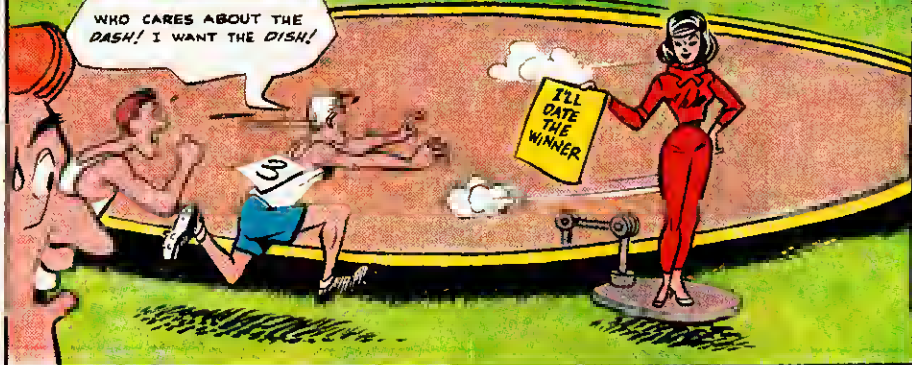
I REFUSE TO JUMP!  
-I WOULDN'T EVEN GO  
NEAR AN ALLIGATOR FEAR!



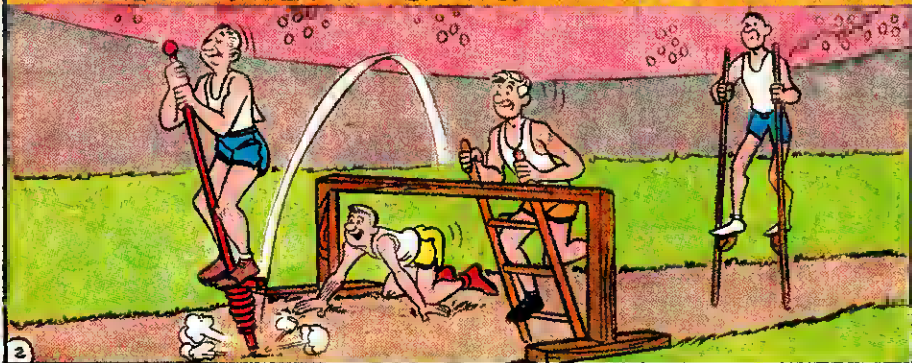
**IN THE MAD HOUSE 880 YARD DASH**  
THE RUNNERS GET A DIFFERENT TYPE OF INCENTIVE!

WHO CARES ABOUT THE  
DASH! I WANT THE DISH!

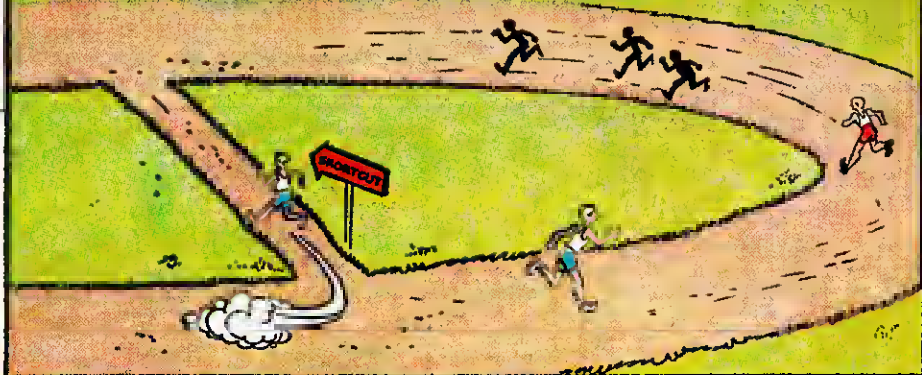
I'LL  
DATE  
THE  
WINNER



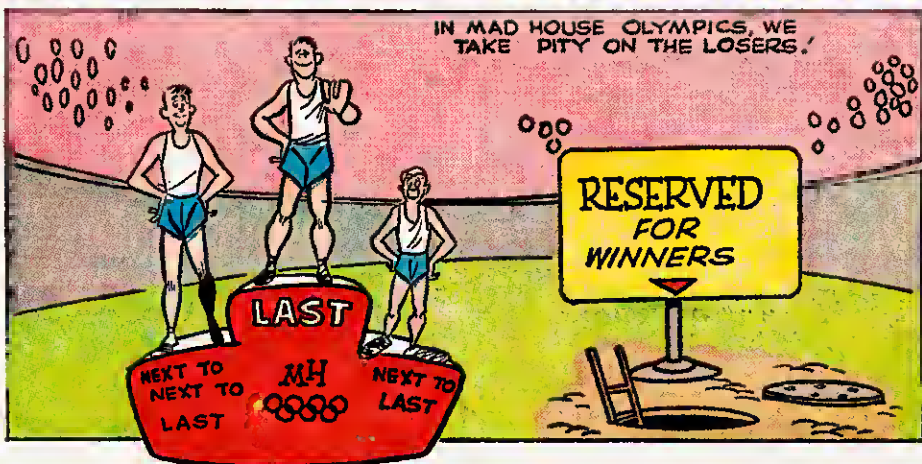
**IN THE MAD HOUSE HURDLES**  
EVERYBODY IS FREE TO CHOOSE HIS OWN WAY OF GOING  
OVER OR UNDER THE HURDLES!



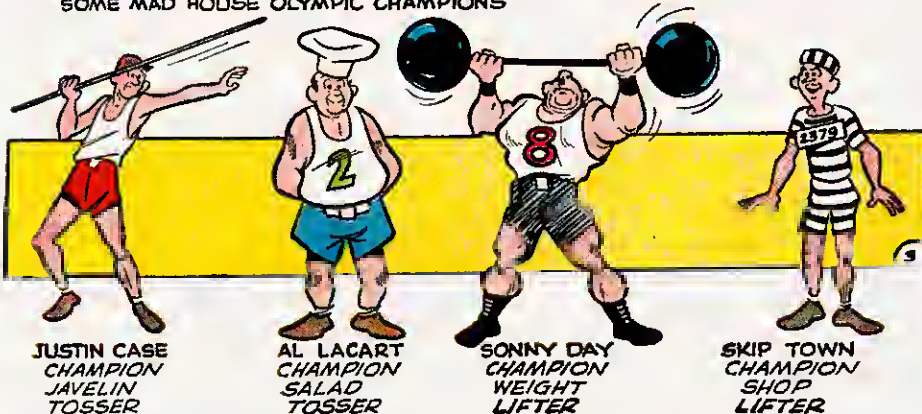
SINCE WE FEEL SORRY FOR THE LOSERS THE MAD HOUSE 2 MILE RUN PERMITS THE LAST MAN IN THE RACE TO TAKE A SHORTCUT TO CATCH UP!



IN MAD HOUSE OLYMPICS, WE TAKE PITY ON THE LOSERS!



SOME MAD HOUSE OLYMPIC CHAMPIONS



JUSTIN CASE  
CHAMPION  
JAVELIN  
TOSSER

AL LACART  
CHAMPION  
SALAD  
TOSSER

SONNY DAY  
CHAMPION  
WEIGHT  
LIFTER

SKIP TOWN  
CHAMPION  
SHOP  
LIFTER

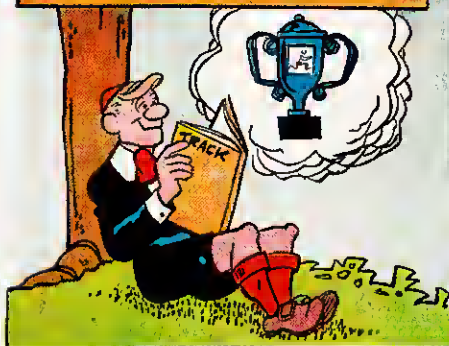


# THE MAD HOUSE OLYMPIC HALL OF SHAME

PAYS SPECIAL TRIBUTE TO

SAM WINGDINGER

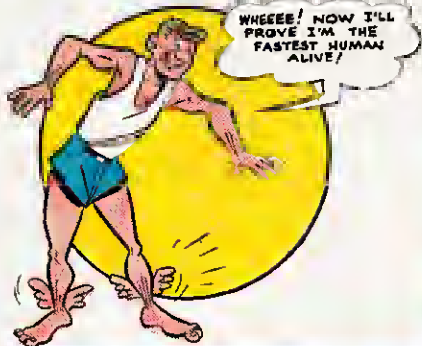
AS A BOY, SAM DREAMED OF  
BECOMING A GREAT TRACK STAR



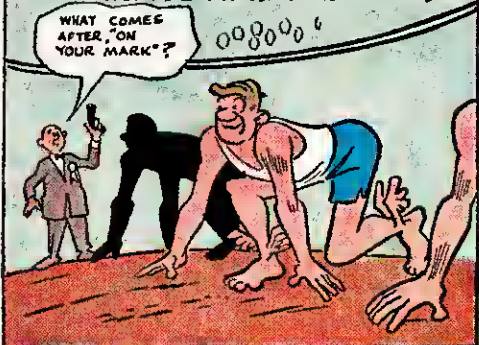
IN THE BELIEF THAT IT WOULD  
INCREASE HIS SWIFTNESS, SAM ATE  
NOTHING BUT CHICKEN WINGS, CHICKEN  
WINGS AND MORE CHICKEN WINGS



...AND THEN ONE DAY IT HAPPENED!  
SAM SPROUTED WINGS ON HIS FEET!



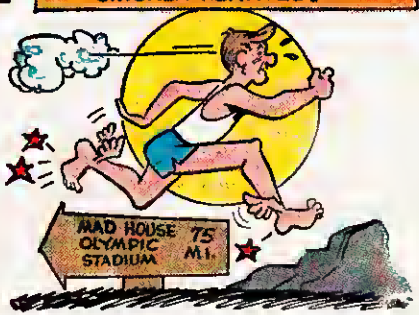
AND SO SAM ENTERED THE  
MAD HOUSE OLYMPIC AGAINST THE  
WORLD'S FASTEST RUNNERS!



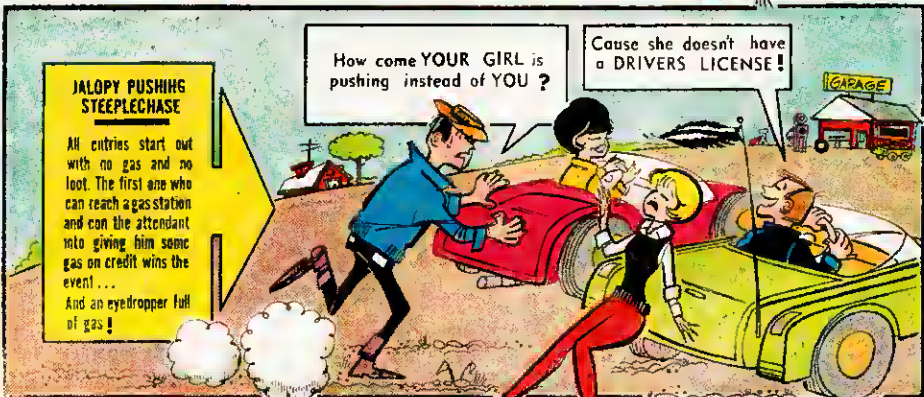
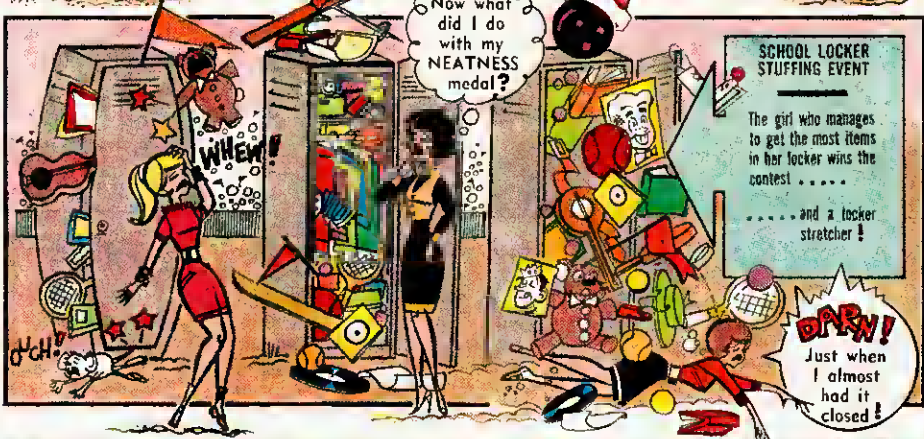
BUT THE STARTER'S PISTOL FRIGHTENED  
SAM INTO RUNNING THE OPPOSITE WAY!

FOR YOU SEE, ALL THOSE CHICKEN  
WINGS HAD ALSO MADE SAM  
CHICKEN-HEARTED!

BANG



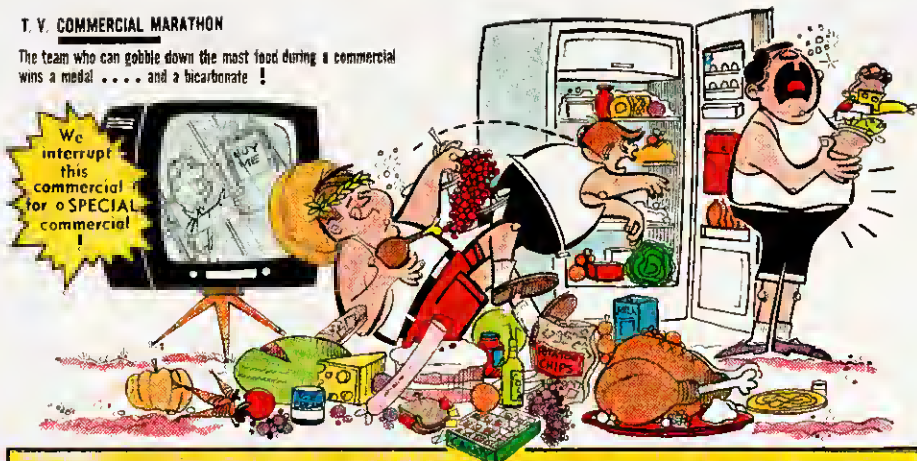
What teens really need in the Olympics are events in which they're already proficient. With this thought in mind the **MAD HOUSE** Olympics presents a special series of events called . . .





## T. V. COMMERCIAL MARATHON

The team who can gobble down the most food during a commercial wins a medal . . . . and a bicarbonate !



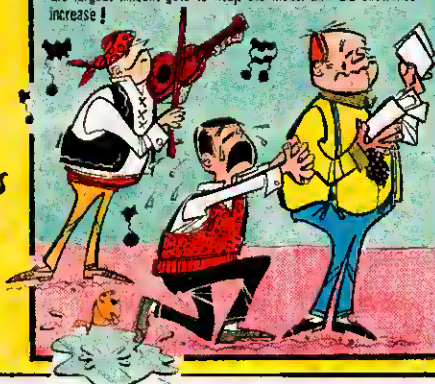
## DILLY-DIALER EVENT

The girl who can roll up the biggest phone bill in an hour is declared the winner !



## SAD STORY HURDLE

The boy who can convince his parents to up his allowance by the largest amount gets to keep the medal and the allowance increase !



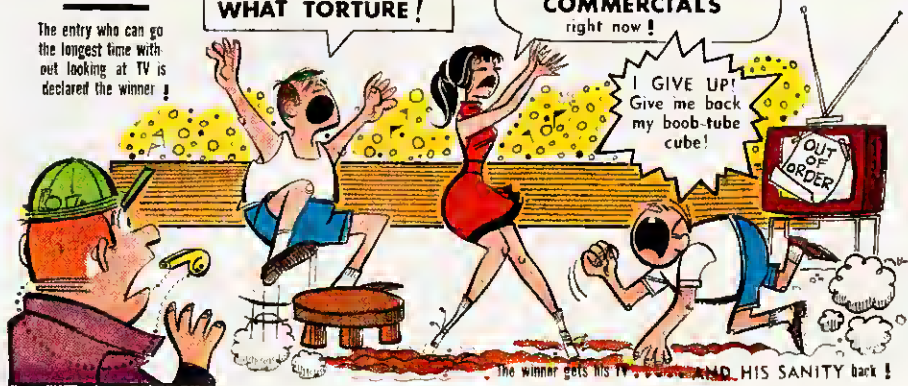
## MARATHON WILL-POWER CONTEST

The entry who can go the longest time with out looking at TV is declared the winner !

9 1/2 hours without Telly, **WHAT TORTURE !**

OH, I'd even enjoy watching **COMMERCIALS** right now !

I GIVE UP! Give me back my boob-tube cube!



# LIVEN UP YOUR LAUGHIN'

WITH TWO OF THE TASTIEST DISHES TO EVER  
CAVORT THROUGH A COMIC MAGAZINE!

IF YOU'RE LOOKING FOR  
STORIES WITH A NEW FLAVOR  
WAIT 'TIL YOU SEE WHAT WE'VE  
COOKED UP FOR ARCHIE, REGGIE,  
AND JUGHEAD IN OUR LATEST  
**GIANT-SIZE SUMMER FUN!**

WE HAVE OUR OWN SPECIAL  
RECIPE FOR MAKING THEM STEW!  
WE'RE SERVING UP GAG PAGES  
FOR APPETIZERS AND PIN-UPS  
FOR DESSERT! ...BUT THE MAIN  
COURSE IS **LAUGHS!**



## DON'T WAIT!

IT'S AS EASY AS PIE TO ENJOY  
ALL THE TASTY STORIES AND  
FEATURES ON THE BETTY AND  
VERONICA SUMMER FUN MENU!  
JUST CLIP THE COUPON ... FILL  
IT OUT AND ENCLOSE IT IN AN  
ENVELOPE WITH YOUR QUARTER  
(35¢ IN CANADA). THIS BIG SERVING  
OF FUN-FILLED PAGES WILL BE  
RUSHED TO YOUR HOME AS SOON  
AS IT IS OFF THE PRESSES!

MAIL TO: **SUMMER FUN No.28**  
**ROOM 603, 241 CHURCH ST.**  
**NEW YORK 13, N. Y.**

ENCLOSED FIND 25¢ IN COIN (35¢ IN CANADA)  
FOR WHICH PLEASE SEND ME THE NEW  
BETTY AND VERONICA SUMMER FUN #28  
AS SOON AS IT IS OFF THE PRESSES.

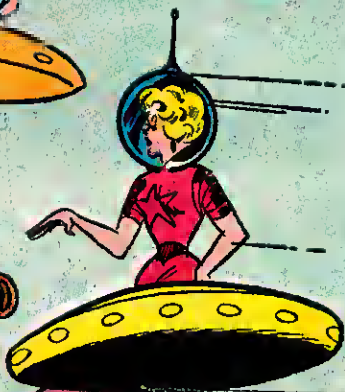
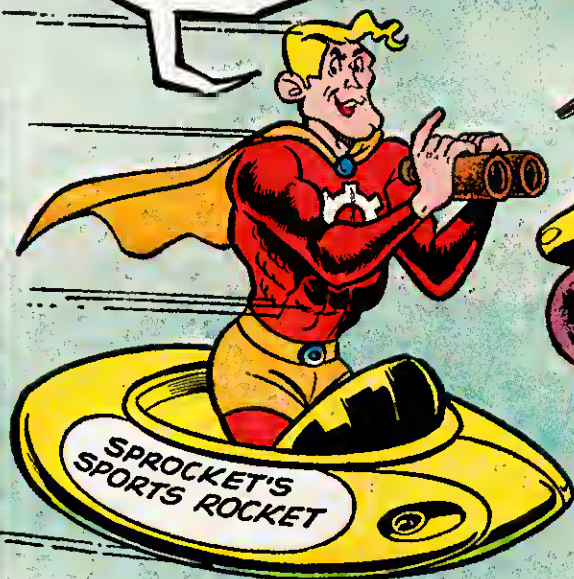
NAME \_\_\_\_\_ AGE \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_

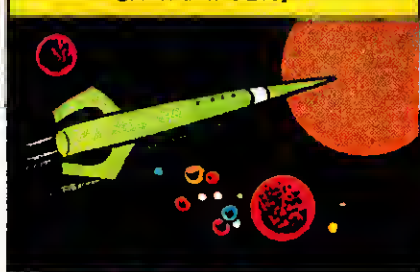


WELCOME TO THE  
SPACE SECTION!  
YOU HAVE YOUR CHOICE  
OF WATCHING THE  
CUTE LITTLE SAUCERS  
OR THE CUTE  
LITTLE DISHES!



# SPACE SECTION

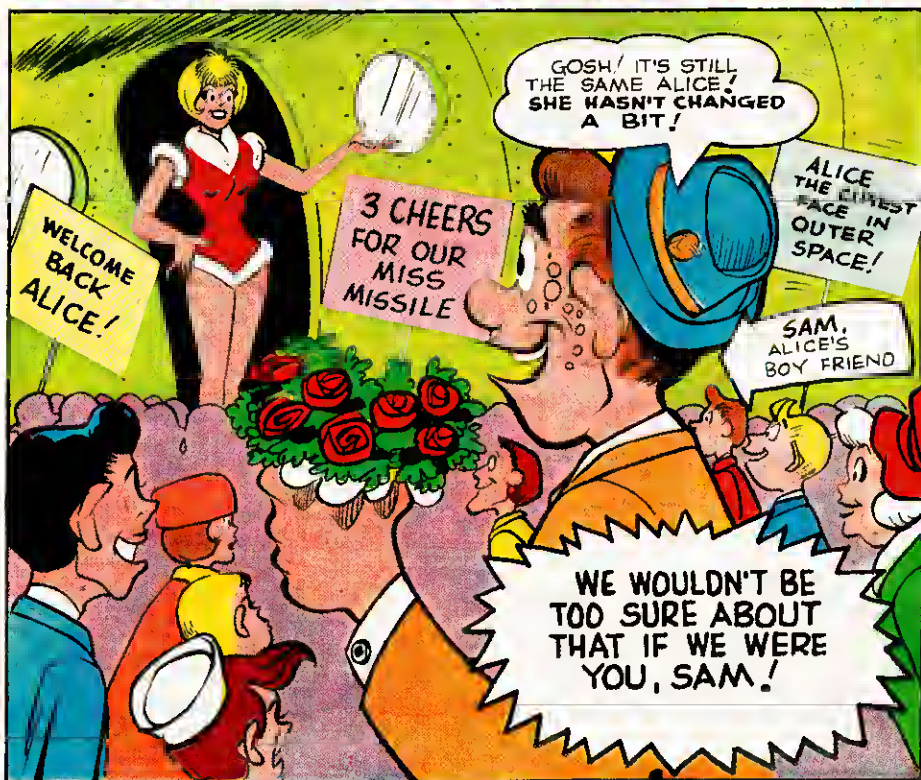
WE LAST LEFT ALICE HEADING  
FOR THE MOON!



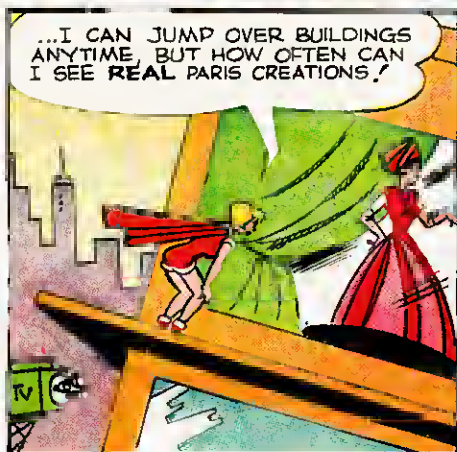
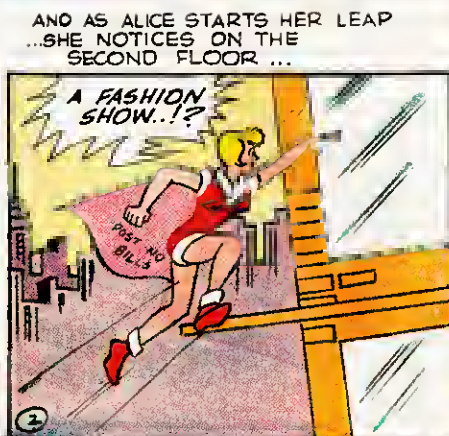
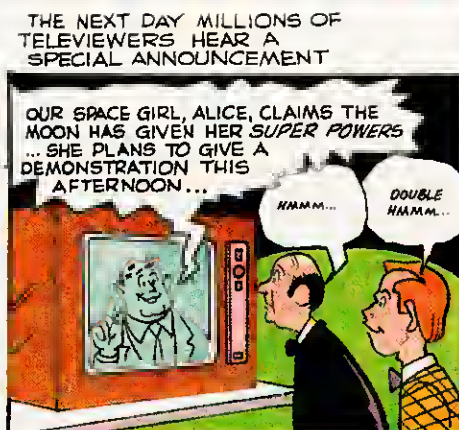
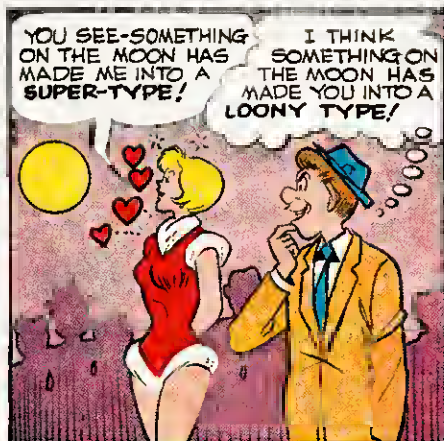
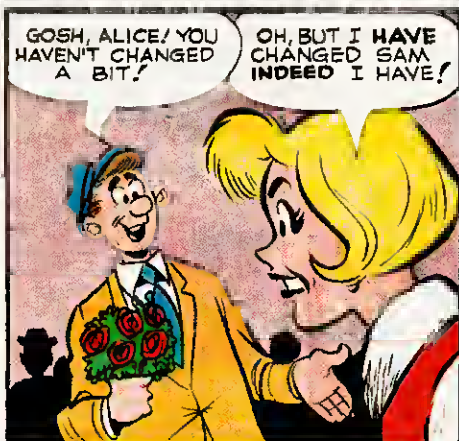
...WE NOW PICK HER UP ONE MONTH  
LATER AS SHE RETURNS HOME!



# ALICE THE ASTRONAUGHTY SPACE GIRL IN SUPER DUPER BLOOPER!







THE NEXT DAY...

ALICE, EVERYBODY  
SAYS YOU'RE  
A FRAUD!

**DAILY BLAH**  
**SUPER DUPER GIRL**  
**MUFFS JUMP**  
**ATTEMPT**

YOU BELIEVE  
IN ME,  
DON'T YOU,  
SAM?

GOSH, I'D  
LIKE TO,  
BUT...

HMMM... I KNOW  
HOW I CAN  
PROVE MYSELF!

**QUARTER BACK**  
**INJURED**

LET ME PLAY  
FOR YOU,  
COACH!

A GIRL!!  
HAW! HAW!  
YOU'RE  
KIDDING!

COACH  
**JETS**

THIS IS JUST  
PRACTICE BUT  
LOOK AT HER  
GO!

THIS ISN'T THE  
FIRST TIME I'VE  
BOWLED OVER  
BOYS!

THIS IS A SWITCH!  
USUALLY THE BOYS  
THROW PASSES  
AT ME!

YEOW! RIGHT  
OUT OF THE  
STADIUM!

AND SO ALICE GETS HER BIG  
CHANCE TO PROVE HERSELF!

ALICE FIRST  
GIRL TO  
EVER PLAY  
PROFESSIONAL  
FOOTBALL

NEW QUARTERBACK  
TO STAR FOR N.Y. JETS  
SUNDAY...



**ALICE PLAYS IN HER FIRST GAME!**

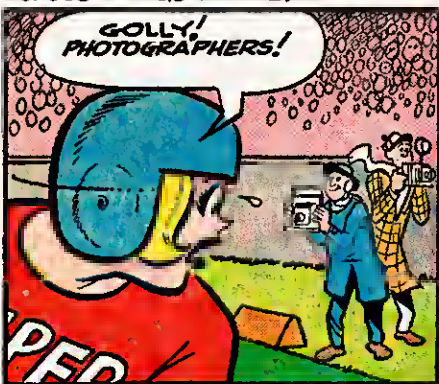
**YOU'RE CRAZY  
TO LET HER  
PLAY, COACH!**

**YEAH! WELL  
JUST WATCH  
HER!**



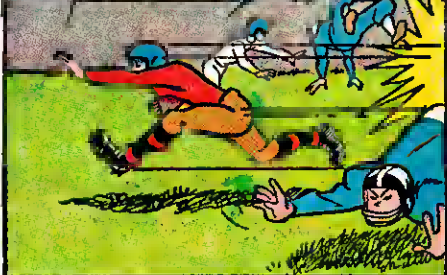
**AND JUST AS ALICE IS ABOUT  
CROSS THE GOAL LINE!**

**GOLLY!  
PHOTOGRAPHERS!**



**LOOK AT  
HER GO!**

**WHEEE! A GIRL  
LIKES TO HAVE  
BOYS CHASE HER!**

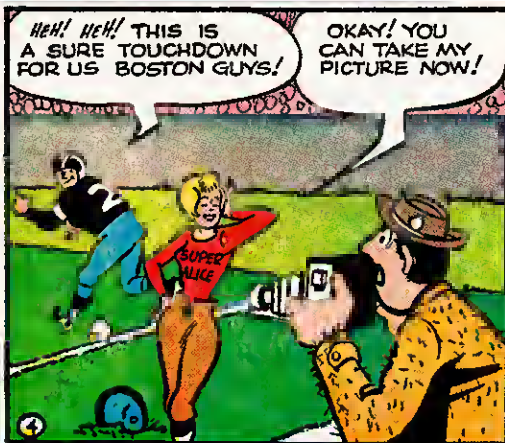


**HOLD THIS BALL FOR A  
SECOND WHILE I PUT  
ON A LITTLE MAKE-UP!**

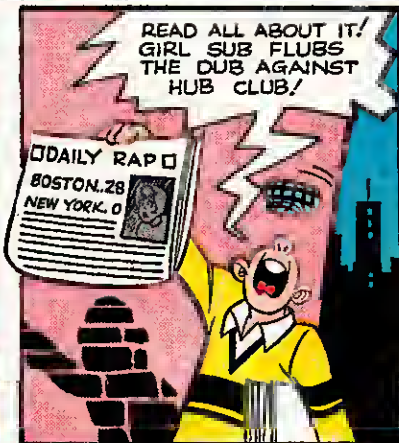


**Heh! Heh! THIS IS  
A SURE TOUCHDOWN  
FOR US BOSTON GUYS!**

**OKAY! YOU  
CAN TAKE MY  
PICTURE NOW!**



**READ ALL ABOUT IT!  
GIRL SUB FLUBS  
THE DUB AGAINST  
HUB CLUB!**



**BOO HOO! I'VE BEEN DISGRACED! NOW NOBODY WILL EVER BELIEVE ME!**

**ALICE, IT'S TIME YOU FORGOT THESE IMAGINARY SUPER POWERS OF YOURS!**



**WHAT'S THAT?**

**IT'S A... BANK ROBBERY!!**



**THIS IS MY CHANCE TO PROVE MY SUPER POWERS! ...I'LL CATCH THE THIEVES!**

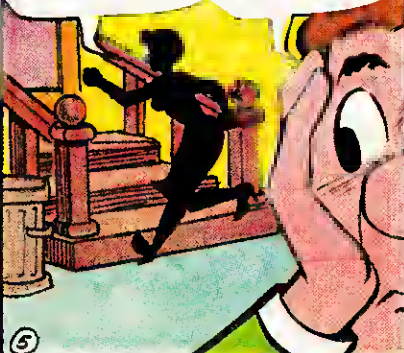
**AS SOON AS I CHANGE INTO MY SUPER COSTUME, THAT IS!**

**HERE'S A PHONE BOOTH! ISN'T THAT WHAT SUPER-TYPES USE TO CHANGE?**



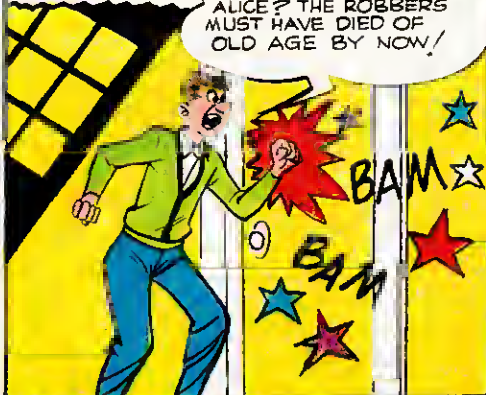
**NO, MY SUPER WARDROBE IS UPSTAIRS!**

**GOOD GRIEF! SHE'S SERIOUS!**

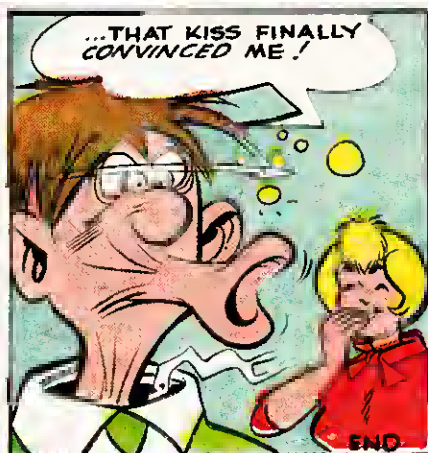
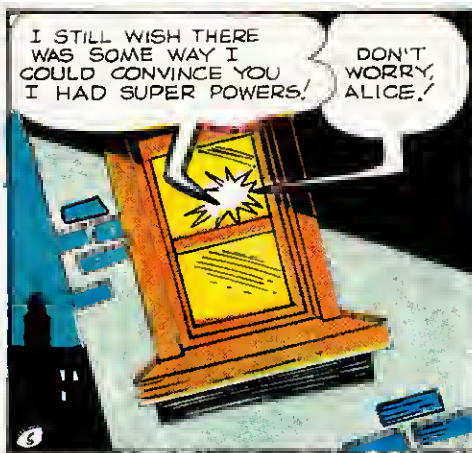
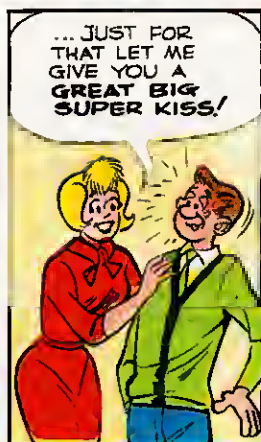
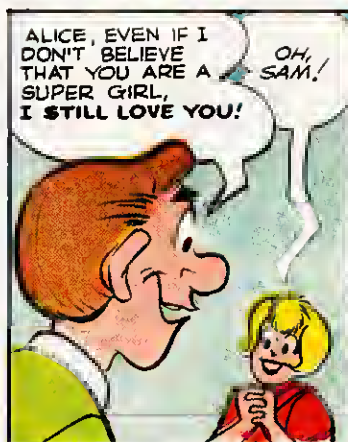
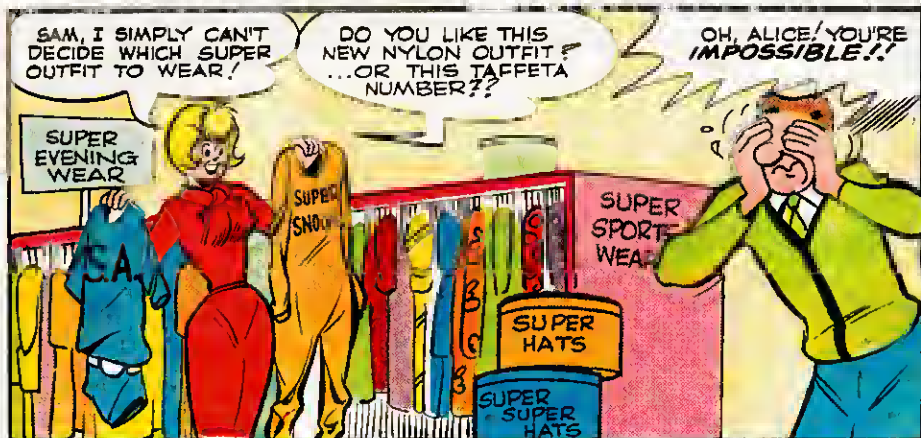


**AN HOUR LATER...**

**WHAT'S KEEPING YOU, ALICE? THE ROBBERS MUST HAVE DIED OF OLD AGE BY NOW!**





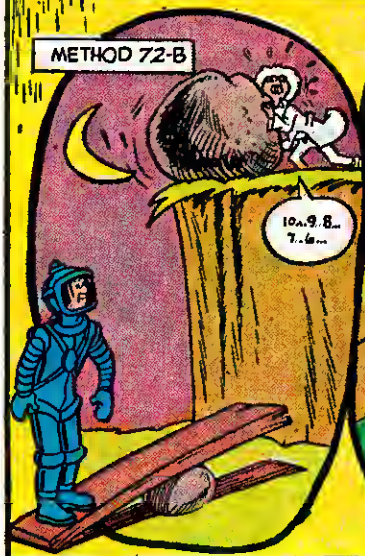


PROFESSOR TRANSISTOR SAYS:

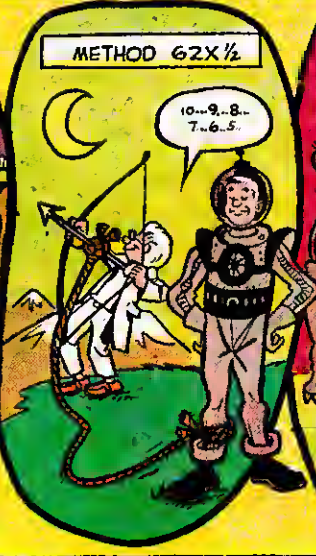
A TRIP TO THE MOON WITHOUT ROCKET POWER IS NOW.....POSSIBLE!... JUST FOLLOW MY SIMPLE INSTRUCTIONS IN...

# LUNAR LUNACY!

METHOD 72-B



METHOD 62X 1/2



METHOD B1 1/4



Statement of Ownership, Management and Circulation  
(Act of October 23, 1962; Section 4369, Title 39, U.S. Code)

1. Date of Filing: October 1, 1963.
2. Title of Publication: ARCHIE'S MADHOUSE.
3. Frequency of Issue: Seven times yearly.
4. Office of Publication: 420 DeSoto Avenue, St. Louis, Mo.
5. Headquarters or General Business Offices of the Publishers: 241 Church Street, New York 13, New York.
6. Names and Addresses of Publisher, Editor, and Managing Editor: Publisher, Louis H. Silberkleit, Editor, John L. Goldwater, Managing Editor, Richard H. Goldwater, all at 241 Church Street, New York 13, New York.
7. Owner (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding 1 percent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a partnership or other unincorporated firm, its name and address, as well as that of each individual must be given.) ARCHIE COMICS PUBLICATIONS, INC., John L. Goldwater, Louis H. Silberkleit, Maurice Coyne, all at 241 Church Street, New York 13, N.Y.
8. Known Bondholders, Mortgagees, and other Security Holders owning or holding 1 percent or more of total amount of Bonds, Mortgagees or other securities: None.
9. Paragraphs 7 and 8 include, in cases where the stockholder or security holder appears upon the books of the company as trustee

or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, also the statements in the two paragraphs show the affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner. Names and addresses of individuals who are stockholders of a corporation which itself is a stockholder or holder of bonds, mortgages or other securities of the publishing corporation have been included in paragraphs 7 and 8 when the interests of such individuals are equivalent to 1 percent or more of the total amount of the stock or securities of the publishing corporation.

10. A. Total No. Copies Printed: Average No. Copies Each Issue During Preceding 12 months, 414,803; Single Issue Nearest to Filing Date, 382,419. B. Paid Circulation: 1. To Term Subscribers, None. 2. Sales through Agents, News Dealers, or otherwise: Average No. Copies Each Issue During Preceding 12 months, 258,644; Single Issue Nearest to Filing Date, 214,675. C. Free Distribution (including samples) by Mail, Carrier Delivery, or by other means: Average No. Copies Each Issue During Preceding 12 months, 300; Single Issue Nearest to Filing Date, 300. D. Total No. of Copies Distributed. (Sum of lines B1, B2 and C): Average No. Copies Each Issue During Preceding 12 months, 258,944; Single Issue Nearest to Filing Date, 214,975. I certify that the statements made by me above are correct and complete.

Louis H. Silberkleit, Publisher



IT'S TIME TO VISIT THE...

# The MAD HOUSE World's Fair ★ SECTION ★

THE SECTION THAT  
GUARANTEES YOU'LL  
HAVE A ~~BALL~~ BAWL!

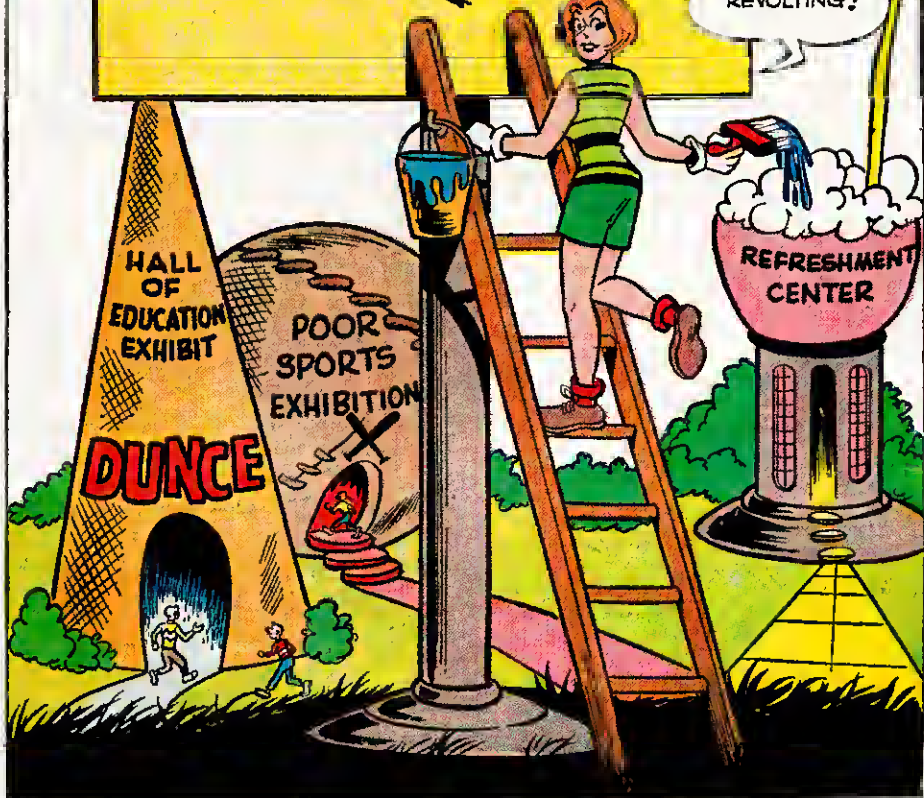
IT'S  
POSITIVELY  
REVOLTING!

HALL  
OF  
EDUCATION  
EXHIBIT

DUNCE

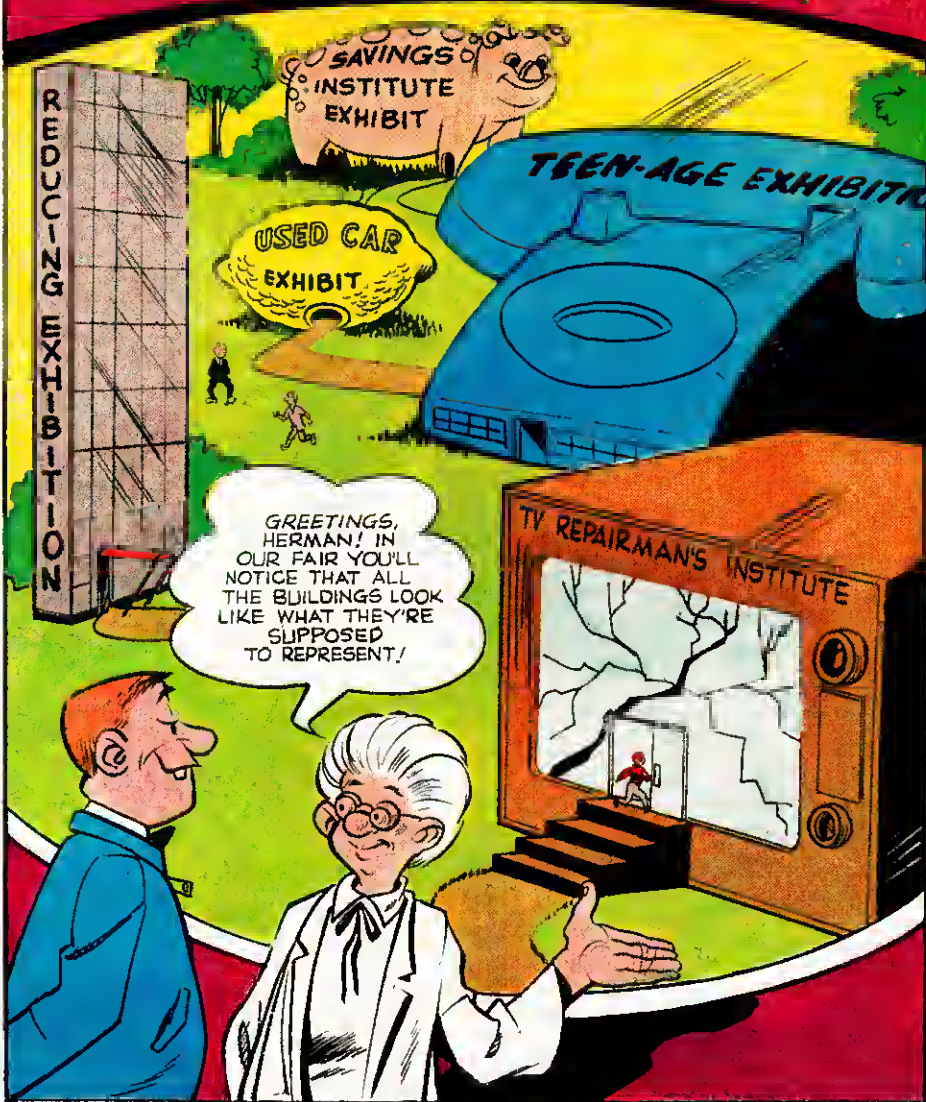
POOR  
SPORTS  
EXHIBITION

REFRESHMENT  
CENTER

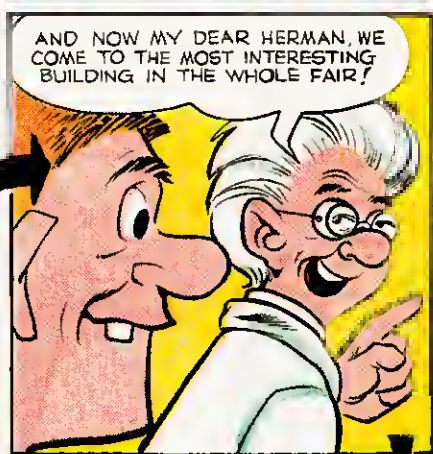
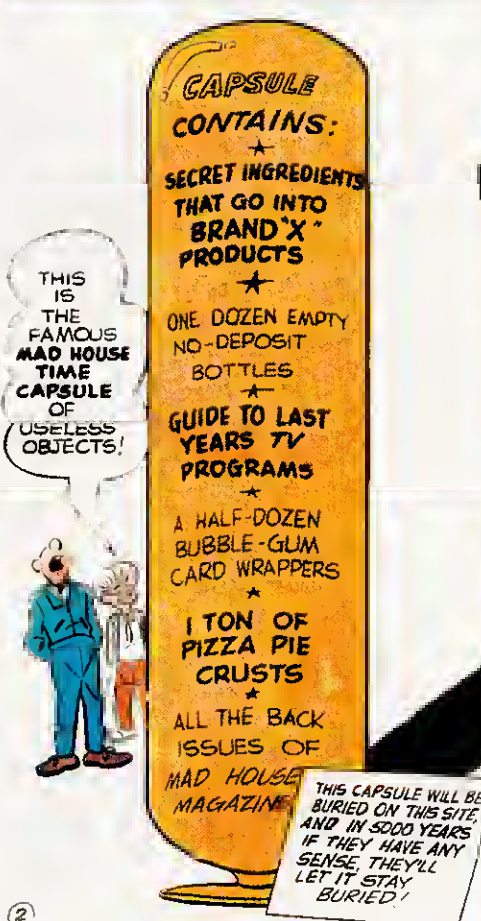
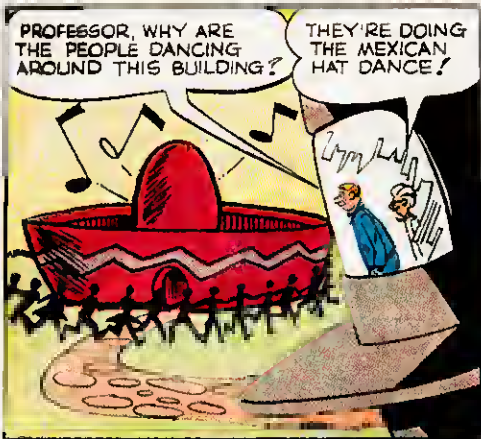


HOP ABOARD AS PROFESSOR TRANSISTOR CONDUCTS A TOUR OF...

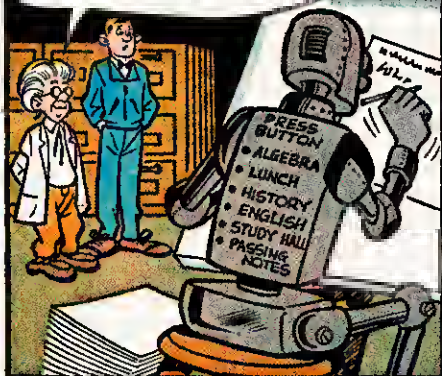
# Mad House WORLD'S FAIR OF 1964



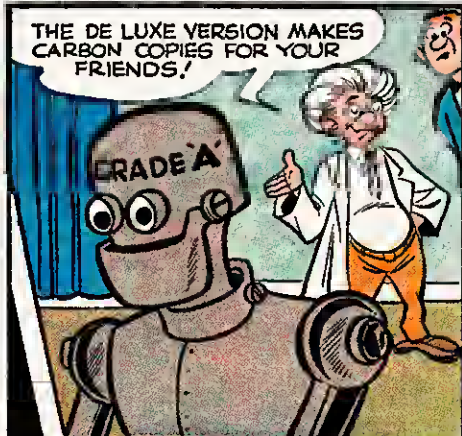




THIS IS MY FAMOUS ROBOT  
HOMEWORK MACHINE!



THE DE LUXE VERSION MAKES  
CARBON COPIES FOR YOUR  
FRIENDS!

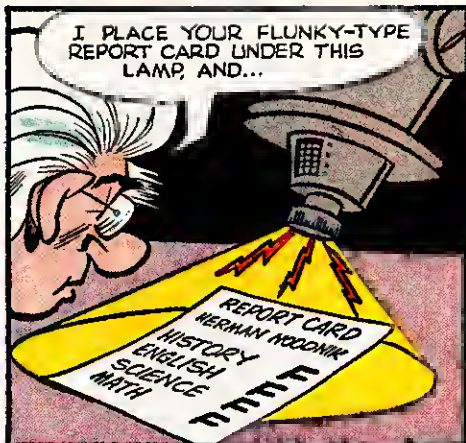


THAT'S  
TREMENDOUS!

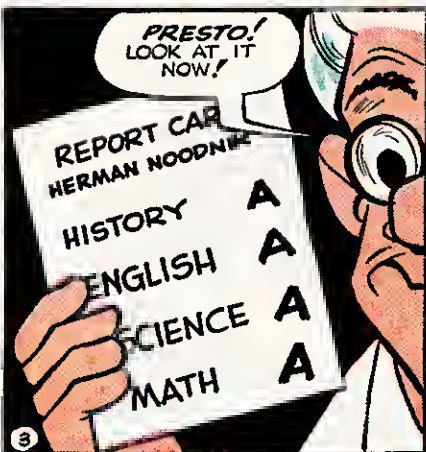
YOU HAVEN'T  
SEEN ANYTHING  
YET, HERMAN!



I PLACE YOUR FLUNKY-TYPE  
REPORT CARD UNDER THIS  
LAMP, AND...

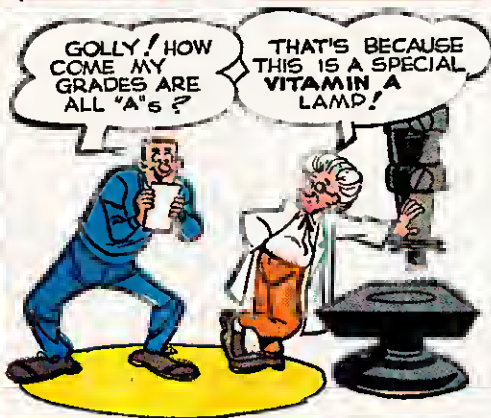


PRESTO!  
LOOK AT IT  
NOW!

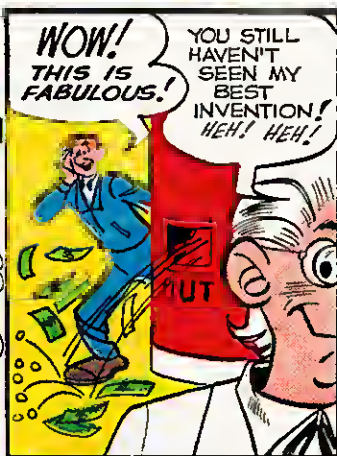
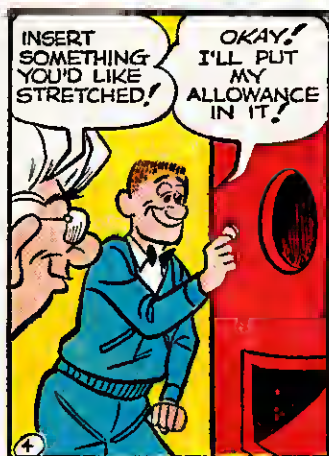
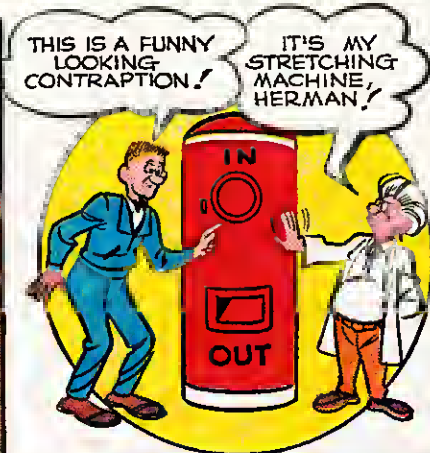
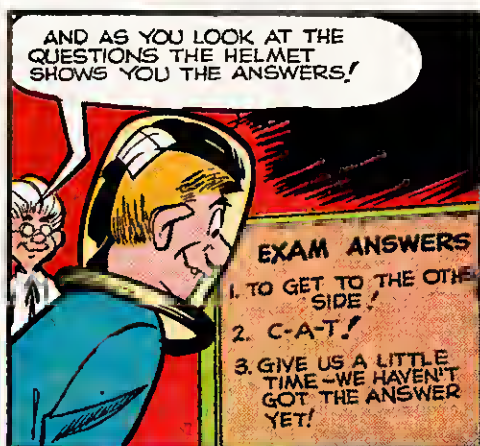
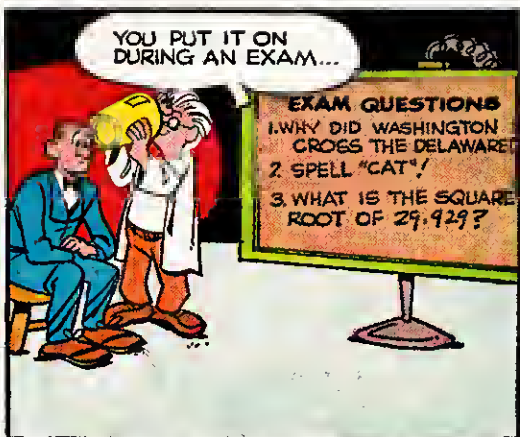
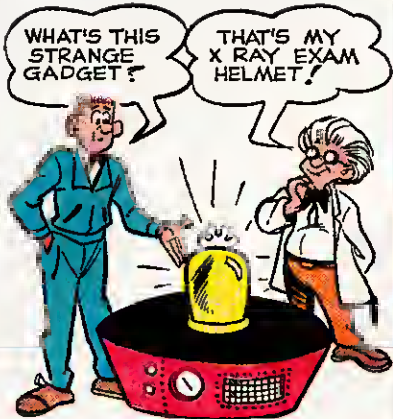


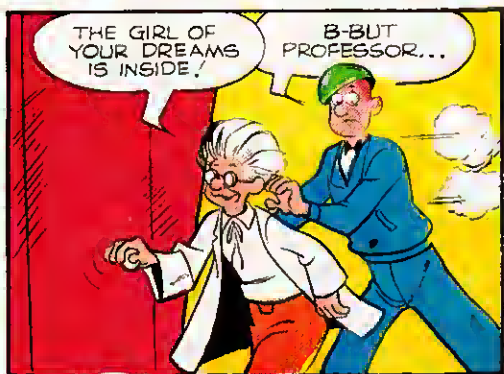
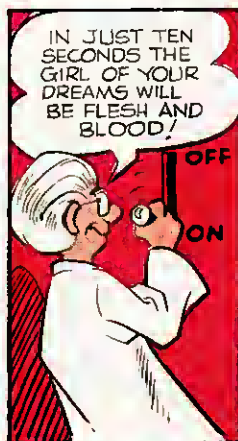
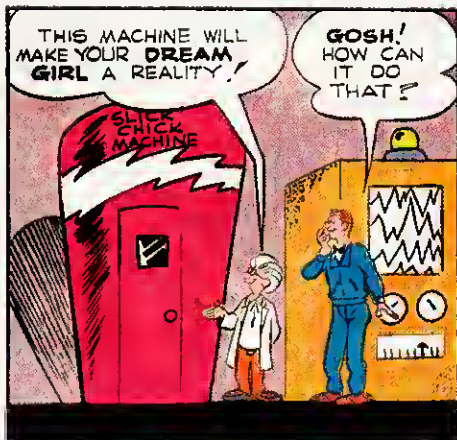
GOLLY! HOW  
COME MY  
GRADES ARE  
ALL 'A's?

THAT'S BECAUSE  
THIS IS A SPECIAL  
VITAMIN A  
LAMP!



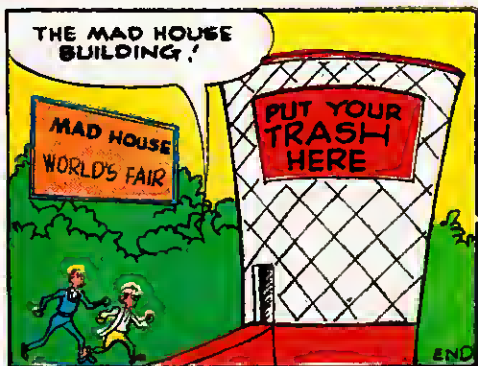
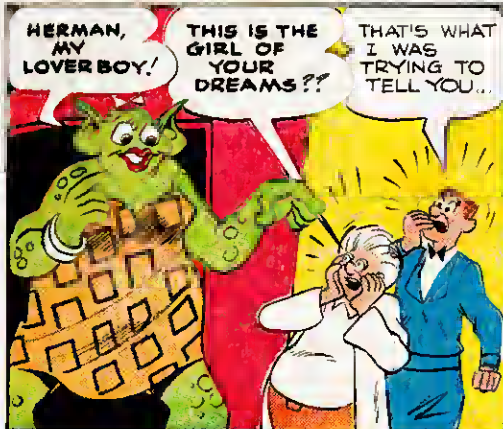






PROFESSOR, WHATEVER YOU DO DON'T OPEN THAT DOOR!—OH, WHAT'S THE USE! NOBODY EVER READS THESE CAPTIONS ON THE BOTTOM.

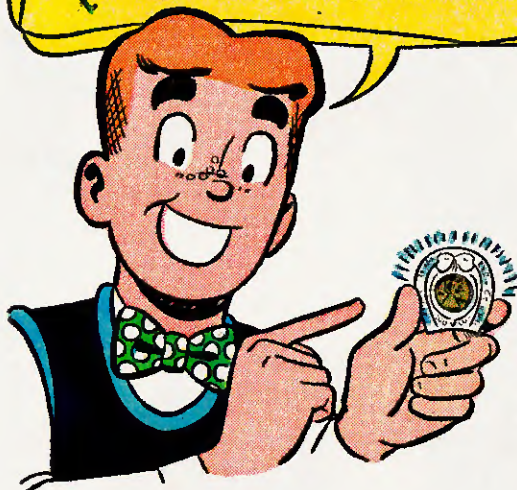




REMEMBER! THERE'S FREE ADMISSION  
TO THE FAIR FOR MAD HOUSE  
READERS. JUST SHOW THE MAN  
AT THE GATE YOUR STRAIT JACKET.

# GET MY **NEW** **LUCKY PIECE ... FREE**

**NOW! GET 10 COMIC BOOKS FOR ONLY A DOLLAR  
AND ONE OF MY NEW LUCKY PIECES FREE!**



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FAVORITES FROM  
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☐ PEP  
☐ LAUGH  
☐ JUGHEAD

- ☐ BETTY & VERONICA  
☐ ARCHIE'S JOKE BOOK  
☐ LIFE WITH ARCHIE  
☐ ARCHIE'S MAD HOUSE

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

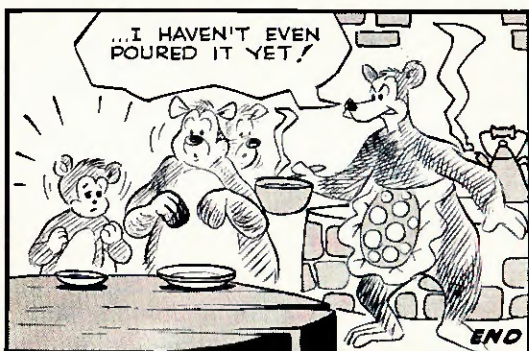
ZONE \_\_\_\_\_

STATE \_\_\_\_\_

Please print clearly



**MAD HOUSE  
SHORTY  
"GRIN  
AND  
BEAR  
IT!"**



**MAD HOUSE  
SHORTY  
"THE  
FORMULA  
HAS A  
BUG IN  
IT!"**





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